Vegetables - US - 2021

Report Price: £3695 | $4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and the vegetables market**
- **Produce purchase factors and locations**
- **Drivers of vegetable purchase**
- **Attitudes toward vegetables**

Half of consumers aged 18-34 consider "plant-based" protein alternatives to be a good source of vegetables, indicating that there is a new and trending competitor for vegetables while simultaneously acknowledging that younger consumers will tolerate "healthy" foods that are clearly processed, opening the door for more convenient, prepared vegetables. Both ideas point to opportunity for vegetable brands to double down on messages of the inherent and natural benefits of vegetables.

The pandemic led to 18% sales growth for vegetables in 2020. While it won't match that pace in 2021-22, brands can maintain a degree of that momentum through a combined focus on convenience, nutrition and sustainability.

The biggest potential threat to vegetables is one facing most CPG categories, namely if consumers quickly return to their pre-COVID behaviors, dining out will rapidly increase as consumers gain confidence. Pre-COVID, foodservice spending was rising, but healthy eating initiatives and economizing are likely to prompt consumers to retain a portion of their increased at-home meal and snack-time behaviors.

With a return of some pre-pandemic norms, time constraints will prompt consumer demand for more convenient and easy-to-prepare options, particularly as many consumers face cooking fatigue and seek guidance in terms of meal-planning or preparation.

"The dramatic increase in at-home cooking prompted considerable growth for the vegetable category in 2020. A slow return to certain pre-pandemic behaviors will lead to a slight sales correction, but the need for more-convenient yet still healthy foods will see consumers turn to produce that has been pre-cut, seasoned and ready-to-cook."

– Billy Roberts, Sr. Analyst – Food and Drink

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